

ORDER

**KSNV**

Orders
Order / Rev: 105330
Alt Order #: 06839856
Product Desc: DCCC
Estimate: 1576
Flight Dates: 09/25/12 - 10/01/12
Original Date / Rev: 08/08/12 / 08/08/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency Name: Great American Media
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Democratic Congressional Campaign
Demographic: A35+
Product Codes: PLI2
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	68	\$43,925.00	\$37,336.25
10/01/12	10/01/12	13	\$14,325.00	\$12,176.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	68	\$43,925.00	\$37,336.25	0.00
October 2012	13	\$14,325.00	\$12,176.25	0.00
Totals	81	\$58,250.00	\$49,512.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	30%	\$58,250.00
Market	100%	\$194,166.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$52,425.00
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	17%	\$33,008.33
KTUD	1%	\$1,941.67
KVVU	17%	\$33,008.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	8%	\$15,533.33

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/25/12	09/28/12	M-F 5-6a WakeUp w/WagM	5-6a		- TWTF - -	:30	4	\$325.00	1	0.00	NM	4	\$1,300.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/25/12	09/28/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	CM	5-6a	- TWTF - -	:30	4	\$325.00	1	0.00	NM	4	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	- TWTF - -		4			\$325.00			0.00			
E 2	KSNV	09/25/12	10/01/12	Wake Up Early w/ Wagner Wake Up Early Wagner WAKE UP EARLY W/THE WAGNERS	CM	430a-5a	MTWT - - S	:30	5	\$200.00	1	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWT - - S		5			\$200.00			0.00			
E 3	KSNV	09/25/12	10/01/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	CM	6-7a	MTWTF - -	:30	3	\$1,000.00	1	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF - -		3			\$1,000.00			0.00			
E 4	KSNV	09/25/12	10/01/12	Today Show Today Show TODAY SHOW	CM	658a-9am	MTWTF - -	:30	4	\$1,500.00	1	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF - -		4			\$1,500.00			0.00			
E 5	KSNV	09/29/12	09/29/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY NEWS 3 AT SUNRISE	CM	6a-7a	- - - - - S -	:30	1	\$350.00	1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	- - - - - S -		1			\$350.00			0.00			
E 6	KSNV	09/29/12	09/29/12	Saturday Today Saturday Today SATURDAY TODAY	CM	7a-9am	- - - - - S -	:30	1	\$650.00	1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	- - - - - S -		1			\$650.00			0.00			
E 7	KSNV	09/30/12	09/30/12	News 3 Sunrise - SUNDAY News 3 Sunrise SUNDAY NEWS 3 AT SUNRISE	CM	6a-7a	- - - - - S	:30	1	\$325.00	1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	- - - - - S		1			\$325.00			0.00			
E 8	KSNV	09/30/12	09/30/12	Sunday Today Sunday Today TODAY ON SUNDAY	CM	7a-8am	- - - - - S	:30	1	\$750.00	1	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	- - - - - S		1			\$750.00			0.00			
E 9	KSNV	09/30/12	09/30/12	News 3 Today Wknd News 3 Today NEWS 3 TODAY/WKEND	CM	9a-930am	- - - - - S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	- - - - - S		1			\$500.00			0.00			
E 10	KSNV	09/30/12	09/30/12	Chris Matthews 9:30AM Chris Matthews SUN 9:30am CHRIS MATTHEWS SHOW	CM	9:30a-10a	- - - - - S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	- - - - - S		1			\$500.00			0.00			
E 11	KSNV	09/25/12	10/01/12	M-F Today Show II 3rd Hr M-F Today Show II TODAY SHOW II	CM	9-10a	MTWTF - -	:30	3	\$750.00	1	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF - -		3			\$750.00			0.00			
E 12	KSNV	09/25/12	10/01/12	M-F Today Show III 4th Hr Today 4th Hour TODAY SHOW III	CM	10am-11am	MTWTF - -	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF - -		5			\$325.00			0.00			
E 13	KSNV	09/25/12	10/01/12		CM	11am-12pm	MTWTF - -	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Rachael Ray Rachael Ray											
				RACHEL RAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	5		\$325.00		0.00						
E 14	KSNV	09/25/12	10/01/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	5	\$425.00	1	0.00	NM	5	\$2,125.00
				NEWS 3 AT NOON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	5		\$425.00		0.00						
E 15	KSNV	09/25/12	10/01/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
				NEWS 4: THE AGENDA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	5		\$325.00		0.00						
E 16	KSNV	09/25/12	10/01/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
				THE DOCTORS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	3		\$325.00		0.00						
E 17	KSNV	09/25/12	10/01/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	3	\$450.00	1	0.00	NM	3	\$1,350.00
				DR. PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	3		\$450.00		0.00						
E 18	KSNV	09/25/12	09/28/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	- TWTF--	:30	4	\$600.00	1	0.00	NM	4	\$2,400.00
				FIRST NEWS 3 AT FOUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- TWTF--	4		\$600.00		0.00						
E 19	KSNV	09/25/12	09/28/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	- TWTF--	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
				NEWS 4 AT 430P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- TWTF--	4		\$700.00		0.00						
E 20	KSNV	09/25/12	09/28/12	M-F Early News M-F Early News	CM	5-630p	- TWTF--	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
				EARLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- TWTF--	4		\$1,000.00		0.00						
E 21	KSNV	09/29/12	09/29/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$650.00	1	0.00	NM	1	\$650.00
				KSNV EARLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S-	1		\$650.00		0.00						
E 22	KSNV	09/25/12	09/28/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	- TWTF--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
				Wheel of Fortune/Jeop											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- TWTF--	2		\$1,000.00		0.00						
E 23	KSNV	09/25/12	09/28/12	Face to Face w/ Ralston Face to Face w/ J.Ralston	CM	730-758pm	- TWTF--	:30	4	\$800.00	1	0.00	NM	4	\$3,200.00
				Face to Face											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- TWTF--	4		\$800.00		0.00						
E 24	KSNV	09/29/12	09/29/12	Vegas Inc. Vegas Inc.	CM	6:30-8pm	-----S-	:30	1	\$375.00	1	0.00	NM	1	\$375.00
				Vegas Inc											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S-	1		\$375.00		0.00						
E 25	KSNV	10/01/12	10/01/12		CM	8-10pm	M-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
THE VOICE Mon PR 8-10p Monday Prime 8-10pm <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 M----- 1 \$4,000.00 0.00															
E 26	KSNV	10/01/12	10/01/12	Mon PR 10-11p Monday Prime 10-11pm	CM	10-11pm	M-----	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
REVOLUTION <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 M----- 1 \$3,200.00 0.00															
E 27	KSNV	09/28/12	09/28/12	Fri PR 9-10p Friday Prime 9-10pm	CM	9-10pm	----F--	:30	1	\$2,600.00	1	0.00	NM	1	\$2,600.00
GRIMM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 ----F-- 1 \$2,600.00 0.00															
E 28	KSNV	09/25/12	09/28/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	-TWTF--	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
NEWS 3 NIGHTSIDE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -TWTF-- 2 \$1,200.00 0.00															
E 29	KSNV	09/29/12	09/29/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
NEWS 3 NIGHTSIDE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----S- 1 \$1,100.00 0.00															
E 30	KSNV	09/25/12	10/01/12	The Tonight Show Tonight Show	CM	1135p-1237a	MTWTF--	:30	1	\$750.00	1	0.00	NM	1	\$750.00
TONIGHT SHOW W/ JAY LENO <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/25/12 10/01/12 MTWTF-- 1 \$750.00 0.00															
E 31	KSNV	10/01/12	10/01/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	M-----	:30	1	\$725.00	1	0.00	NM	1	\$725.00
NEWS 4 AT 430P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 M----- 1 \$725.00 0.00															
E 32	KSNV	10/01/12	10/01/12	M-F Early News M-F Early News	CM	5-630p	M-----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
EARLY NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 M----- 1 \$1,200.00 0.00															
E 33	KSNV	10/01/12	10/01/12	Face to Face w/ Ralston Face to Face w/ J.Ralston	CM	730-758pm	M-----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
FACE TO FACE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 M----- 1 \$900.00 0.00															
													Totals	81	\$58,250.00